

# Sales Order

Station: WRMD-TV Agency: THE FACTOR INC  
 Contract Name: MARU 1467594 -01 Address: 501 Brickell Key Drive  
 Contract#: 1428035928 City: Miami State: FL Zip: 33131  
 Start Date: 10/03/16 End Date: 10/09/16 Buyer: \_\_\_\_\_  
 Revenue Type: POLITICAL SALES Tax Schedule: \_\_\_\_\_ (None)  
 NATIONAL Type: Cash Agency Commission %: 15  
 Advertiser: MARCO RUBIO Billing Cycle: Standard  
 Address: \_\_\_\_\_ Salesperson: 5323nnat Comm %: 0  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Makegood Policy: Within Contract Dates  
 Product Name: Q4 16 CANDIDATE 1467594  
 Competitive Code: POLITICAL

| No | DATES    |          | Alt<br>wks | TIMES    |          | LEN | DISTRIBUTION |   |   |   |   |    |    |        |     |        | RATE | TOTALS   |   | PTY |
|----|----------|----------|------------|----------|----------|-----|--------------|---|---|---|---|----|----|--------|-----|--------|------|----------|---|-----|
|    | START    | END      |            | START    | END      |     | M            | T | W | T | F | SA | SU | Per Wk | D/W | SPOTS  |      | \$       |   |     |
| 1  | 10/03/16 | 10/07/16 |            | 7:00 AM  | 10:00 AM | 30  | 1            | 1 | 1 | 1 | 1 |    |    | 5      | D   | 80.00  | 5    | 400.00   | 1 |     |
| 2  | 10/03/16 | 10/07/16 |            | 6:00 PM  | 6:30 PM  | 30  | 1            | 1 | 1 | 1 | 1 |    |    | 5      | D   | 200.00 | 5    | 1,000.00 | 1 |     |
| 3  | 10/03/16 | 10/07/16 |            | 6:30 PM  | 7:00 PM  | 30  | 1            | 1 | 1 | 1 | 1 |    |    | 5      | D   | 200.00 | 5    | 1,000.00 | 1 |     |
| 4  | 10/03/16 | 10/07/16 |            | 11:00 PM | 11:35 PM | 30  | 1            | 1 | 1 | 1 | 1 |    |    | 5      | D   | 175.00 | 5    | 875.00   | 1 |     |
| 5  | 10/03/16 | 10/07/16 |            | 11:30 PM | 12:00 AM | 30  | 1            | 1 | 1 | 1 | 1 |    |    | 5      | D   | 150.00 | 5    | 750.00   | 1 |     |
| 6  | 10/08/16 | 10/08/16 |            | 5:00 PM  | 5:30 PM  | 30  |              |   |   |   |   | 1  |    | 1      | D   | 80.00  | 1    | 80.00    | 1 |     |
| 7  | 10/08/16 | 10/08/16 |            | 5:30 PM  | 6:00 PM  | 30  |              |   |   |   |   | 1  |    | 1      | D   | 80.00  | 1    | 80.00    | 1 |     |
| 8  | 10/08/16 | 10/08/16 |            | 11:00 PM | 11:30 PM | 30  |              |   |   |   |   | 1  |    | 1      | D   | 70.00  | 1    | 70.00    | 1 |     |
| 9  | 10/09/16 | 10/09/16 |            | 1:30 PM  | 2:00 PM  | 30  |              |   |   |   |   |    | 1  | 1      | D   | 70.00  | 1    | 70.00    | 1 |     |
| 10 | 10/09/16 | 10/09/16 |            | 5:00 PM  | 6:30 PM  | 30  |              |   |   |   |   |    | 1  | 1      | D   | 70.00  | 1    | 70.00    | 1 |     |
| 11 | 10/09/16 | 10/09/16 |            | 5:30 PM  | 6:00 PM  | 30  |              |   |   |   |   |    | 1  | 1      | D   | 70.00  | 1    | 70.00    | 1 |     |
| 12 | 10/09/16 | 10/09/16 |            | 11:00 PM | 11:30 PM | 30  |              |   |   |   |   |    | 1  | 1      | D   | 70.00  | 1    | 70.00    | 1 |     |
| 13 | 10/09/16 | 10/09/16 |            | 9:00 PM  | 11:00 PM | 30  |              |   |   |   |   |    | 2  | 2      | D   | 600.00 | 2    | 1,200.00 | 1 |     |

## Billing Projections: By Month

Oct 16  
 CA 5,735.00  
 ST 5,735.00

☒ Print Spot Prices

TOTAL SPOTS 34  
 GROSS TOTAL \$ 5,735.00  
 ADJUSTED SPOTS 34  
 ADJUSTED TOTAL \$ 5,735.00

APPROVE DECLINE



General Manager



Regional Traffic Manager



National Sales Manager



Local Sales Manager

## ORDER WORKSHEET

Rep Order# 1467594 Ver# 3

Status Confirmed

Traffic Order# 1467594

Last Received:  
Showing Buylines:Printed: 09/30/16 4:55 PM  
09/30/16 4:55 PM  
All Lines

1 of 2

Station WRMD-TV TAMPA  
Advertiser (MARU) MARCO RUBIO/SEN FLA  
Product Q416/CANDIDATE  
Estimate#  
Buyer MIRTA DE ARMASAgency (TFD) THE FACTOR INC  
501 BRICKELL KEY DRIVE  
MIAMI, FL 33131  
Agency C/P1/P2/E  
Flight Dates 10/03/16-10/09/16Rep Firm NBCUNIVERSAL  
Sales Office (MD) MIAMI NATIONAL SALES  
Salesperson (BLU) BRENDA LUCIANO  
Sales Assistant STEPHANIE  
Salesperson Phone# 954-622-7582  
Salesperson Fax# 954-622-7940

## --- CONTRACT COMMENT ---

\*\*\*\*\*POLITICAL\*\*\*\*\*

| Ln | Day | Time      | Program                          | Len | RTG/IMP | GRPs/<br>(000) | Rate     | Dates       | Spots/<br>Week | Total<br>Spots | Total Cost |
|----|-----|-----------|----------------------------------|-----|---------|----------------|----------|-------------|----------------|----------------|------------|
| 1  | M-F | 7A-10A    | UN NUEVO DIA                     | 30  | -       | -              | \$80.00  | 10/03-10/07 | 5              | 5              | \$400.00   |
| 2  | M-F | 6P-630P   | NEWS                             | 30  | -       | -              | \$200.00 | 10/03-10/07 | 5              | 5              | \$1,000.00 |
| 3  | M-F | 630P-7P   | NEWS                             | 30  | -       | -              | \$200.00 | 10/03-10/07 | 5              | 5              | \$1,000.00 |
| 4  | M-F | 11P-1135P | NEWS                             | 30  | -       | -              | \$175.00 | 10/03-10/07 | 5              | 5              | \$875.00   |
| 5  | M-F | 1130P-12A | NEWS PUERTO RICO                 | 30  | -       | -              | \$150.00 | 10/03-10/07 | 5              | 5              | \$750.00   |
| 6  | Sa  | 5P-530P   | NEWS                             | 30  | -       | -              | \$80.00  | 10/08-10/08 | 1              | 1              | \$80.00    |
| 7  | Sa  | 530P-6P   | NEWS                             | 30  | -       | -              | \$80.00  | 10/08-10/08 | 1              | 1              | \$80.00    |
| 8  | Sa  | 11P-1130P | NEWS                             | 30  | -       | -              | \$70.00  | 10/08-10/08 | 1              | 1              | \$70.00    |
| 9  | Su  | 130P-2P   | ENFOQUE                          | 30  | -       | -              | \$70.00  | 10/09-10/09 | 1              | 1              | \$70.00    |
| 10 | Su  | 5P-630P   | NEWS                             | 30  | -       | -              | \$70.00  | 10/09-10/09 | 1              | 1              | \$70.00    |
| 11 | Su  | 530P-6P   | NEWS                             | 30  | -       | -              | \$70.00  | 10/09-10/09 | 1              | 1              | \$70.00    |
| 12 | Su  | 11P-1130P | NEWS                             | 30  | -       | -              | \$70.00  | 10/09-10/09 | 1              | 1              | \$70.00    |
| 13 | Su  | 9P-11P    | JUAN GABRIEL HASTA QUE TE CONOCI | 30  | -       | -              | \$600.00 | 10/09-10/09 | 2              | 2              | \$1,200.00 |

Buy Comment: 9-11P ONLY

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Status Confirmed

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Printed: 09/30/16 4:55 PM  
09/30/16 4:55 PM  
All Lines

2 of 2

Station WRMD-TV TAMPA  
Advertiser (MARU) MARCO RUBIO/SEN FLA  
Product Q416/CANDIDATE  
Estimate#  
Buyer MIRTHA DE ARMAS

Agency (TFD) THE FACTOR INC  
501 BRICKELL KEY DRIVE  
MIAMI, FL 33131  
Agency C/P1/P2/E  
Flight Dates 10/03/16-10/09/16

Rep Firm NBCUNIVERSAL  
Sales Office (MI) MIAMI NATIONAL SALES  
Salesperson (BLU) BRENDA LUCIANO  
Sales Assistant STEPHANIE  
Salesperson Phone# 954-622-7582  
Salesperson Fax# 954-622-7940

## ---REPORT TOTALS---

Report Totals: 34 / \$5,735.00

## ---SALES MONTHLY TOTALS---

Oct2016: 34 / \$5,735.00

Order Totals: 34 / \$5,735.00 Total GRPS: 0.0

## ---COMPETITIVE---

|               |             |      |      |      |        |     |      |     |      |      |        |
|---------------|-------------|------|------|------|--------|-----|------|-----|------|------|--------|
| Market Totals | \$11,470.00 | CGAL | .00% | OTHE | 50.00% | WAC | .00% | WBL | .00% | WRMD | 50.00% |
|---------------|-------------|------|------|------|--------|-----|------|-----|------|------|--------|

Books [AUG16]  
Demos RA2554P

## ---CREDIT RISK---

CASH IN ADVANCE

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Maria Rubin for Senate 2016

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/1/2016  
Date

R M Enabrownell  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, MARCO RUBIO for Senate 2016  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

*Anna M. Carraell*

signature of candidate or authorized committee

on behalf of  
candidate

ANNA M. CARRAELL  
printed name

9/6/2016  
date



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

*WTMD, Telemundo, Orlando*

**Date:**

*9/8/2016*

I, *Ana M. CARROLL*

being/on behalf of: *Marco Rubio for Senate 2016* a legally

qualified candidate of the *Republican* political

party for the office of: *United States Senate*

in the *State of Florida*

election to be held on: *November 8<sup>th</sup>, 2016*

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| <i>30"</i>       |                                  |      |       |                |                 |

**Total Charges:**



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Maria Rubio for Senate 2016

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/2/2016  
Date

R M Enabrown  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, MARCO RUBIO for Senate 2016  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Anna M. Carbuell

signature of candidate or authorized committee

on behalf of  
candidate

ANNA M. CARBUELL  
printed name

9/6/2016  
date



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

*Telemundo WRMD, TAMPA, FL*

**Date:**

*9/8/2016*

I, *Ana M. CARBONELL*

being/on behalf of: *Marco Rubio for Senate 2016*, a legally

qualified candidate of the *Republican* political

party for the office of: *United States Senate*

in the *State of Florida*

election to be held on: *November 8<sup>th</sup>, 2016*

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| <i>30"</i>       |                                  |      |       |                |                 |

**Total Charges:**